

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau

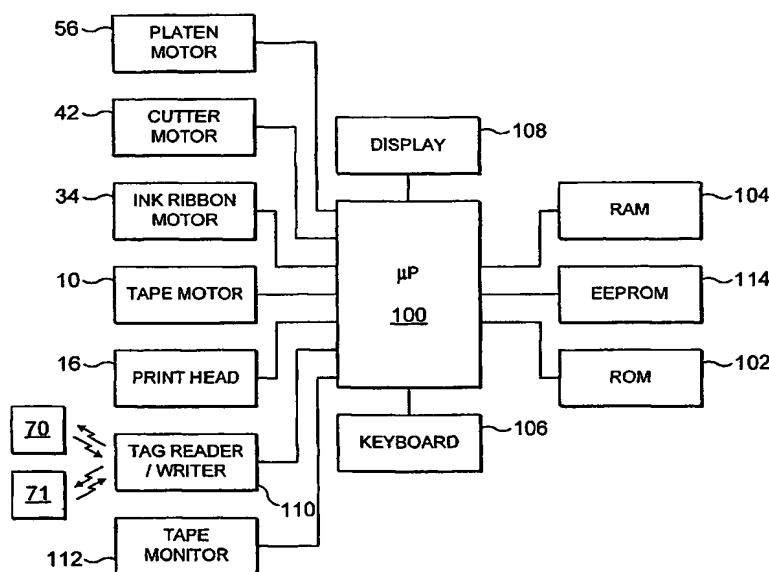


(43) International Publication Date
15 July 2004 (15.07.2004)

PCT

(10) International Publication Number
WO 2004/058509 A1

- (51) International Patent Classification⁷: **B41J 11/00**, 35/36, 11/46
- (21) International Application Number: PCT/EP2003/014991
- (22) International Filing Date: 23 December 2003 (23.12.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data: 0230199.2 24 December 2002 (24.12.2002) GB
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- (54) Title: INFORMATION ON CONSUMABLES
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- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (regional): ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:
— with international search report
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.



(57) Abstract: A printing apparatus using a consumable providing at least one of an image receiving tape, the consumable carrying a tag holding parameter information identifying the width of the tape and status information including the amount of tape remaining in the consumable, the printing apparatus comprising: printing means for printing an image; a tag reader arranged to receive said information from the tag via a contactless link in the form of electromagnetic waves; and a processor arranged to (i) receive said information and to control operation of the printing apparatus in dependence thereon including selecting a printing operation based on the identified width, and (ii) update the status information based on usage of the tape via the contactless link.